

Appl. No. 09/874,853  
Docket No. 8552  
Amdt. dated 8/27/07  
Reply to Office Action mailed 7/17/07  
Customer No. 27752

RECEIVED  
CENTRAL FAX CENTER  
AUG 27 2007

### AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

Claims 1-26 (Canceled)

27. (Currently Amended) A method of collecting [[testing]] data from a panelist relating to a product comprising the steps:

a) displaying a [[visual]] **virtual** image of the product [[on an Internet Web site,]] viewable by the panelist, wherein the product comprises an identifiable characteristic;

b) providing a question to the panelist about the identifiable characteristic of the product viewable by the panelist;

wherein the identifiable characteristic of the product is chosen from packaging of the product, location of the product on a store shelf, arrangement of the product with respect to other products, or combinations thereof;

c) obtaining an answer from the panelist to the question provided the panelist about the identifiable characteristic of the product;

**d) eye tracking the panelist with an eye tracking device while displaying the virtual image of the product to obtain eye tracking data from the panelist.**

Claims 28-36 (Canceled).

37. (Previously Presented) The method of claim 27, wherein the identifiable characteristic of the product comprises packaging.

Appl. No. 09/874,853  
Docket No. 8552  
Amdt. dated 8/27/07  
Reply to Office Action mailed 7/17/07  
Customer No. 27752

38. (Currently Amended) The method of claim 27, wherein the [[visual display]] virtual image of the product further comprises shelves, wherein the product is shelved on at least one shelf of the shelves, and wherein other products are shelved on the shelves.

39. (Previously Presented) The method of claim 38, wherein the identifiable characteristic of the product is chosen from location of the product on a store shelf, arrangement of the product with respect to other products, or combinations thereof.

40. (Previously Presented) The method of claim 39, further comprising the step of providing a reward to the panelist for participating in the data collection.

41. (Currently Amended) The method of claim 27, where the virtual [[visual display]] image further comprises a shopping stimulus, wherein the shopping stimulus is chosen from a coupon, sign, banner, advertisement, or combination thereof.

42. (Canceled)

43. (Currently Amended) The method of claim 27, wherein the [[Internet Web site]] virtual image is viewable by the panelist at a kiosk, computer, personal digital assistant, cell phone, automobile computer, interactive television, Internet appliance, or combinations thereof.

44. (Canceled)

45. (Currently Amended) The method of claim [[44,]] 27 further comprising the step of blood pressure monitoring the subject with a blood pressure monitoring device while presenting said virtual image to the panelist to obtain blood pressure data.

Claims 46 - 47 (Cancel).

Appl. No. 09/874,853  
Docket No. 8552  
Amdt. dated 8/27/07  
Reply to Office Action mailed 7/17/07  
Customer No. 27752

48. (Currently Amended) The method of claim [[44,]] 45 further comprising the step of monitoring the subject with a device while presenting said virtual image to the panelist to obtain an excitement level.

Claims 49 – 54 (Cancel).

55. (New) The method of claim 27 further comprising the step of monitoring the subject with a device while presenting said virtual image to the panelist to obtain an excitement level.